

AMENDMENT

Please replace all prior versions and listings of claims with the following listing of claims.

LISTING OF CLAIMS:

1-3. (Cancelled)

4. (Previously Presented) A method for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopping toolbar in a browser, the anonymous shopping toolbar associated with a delivery service and providing a user with an anonymous delivery option for the user to anonymously initiate an on-line transaction;

communicating, to the delivery service, a request for an anonymous delivery address, the request communicated in response to the user selecting the anonymous delivery option; and

receiving the anonymous delivery address from the delivery service, the anonymous delivery address associated with the delivery service and having a routing code embedded therein, wherein the user can anonymously initiate the on-line transaction using the anonymous delivery address, and wherein the delivery service receives a delivery at the anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

5-8. (Cancelled)

9. (Currently Amended) A system for initiating anonymous on-line transactions, the system comprising at least one computer-readable storage medium having computer-executable instructions recorded thereon, the computer-executable instructions operable when executed on a processing device to:

~~display~~ a graphical user interface that ~~displays~~ includes an anonymous shopping toolbar displayed in a browser, the anonymous shopping toolbar associated with a delivery service and providing a user with an anonymous delivery option for the user to anonymously initiate an on-line transaction;

~~a communications module operable to~~ communicate, to the delivery service, a request for an anonymous delivery address, the request communicated in response to the user selecting the anonymous delivery option; and

~~a receiving module operable to~~ receive the anonymous delivery address from the delivery service, the anonymous delivery address associated with the delivery service and having a routing code embedded therein, wherein the user can anonymously initiate the on-line transaction using the anonymous delivery address, and wherein the delivery service receives a delivery at the anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

10-20. (Cancelled)

21. (Currently Amended) A method for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopping toolbar in a browser, the anonymous shopping toolbar providing a user with an anonymous credit card option and an anonymous delivery option for the user to anonymously initiate an on-line transaction;

communicating, to a credit card issuer, a request for an anonymous credit card, the request for the anonymous credit card communicated in response to the user selecting the anonymous credit card option;

communicating, to a delivery service, a request for an anonymous delivery address, the request for the anonymous delivery address communicated in response to the user selecting the anonymous delivery option;

receiving the anonymous credit card from the credit card issuer, the anonymous credit card having an anonymous transaction number that functions as a credit card number, an

expiration date based on a month and a year in which the on-line transaction occurs, an alias that substitutes for the user's real name, and a purchase limit based on an amount of the on-line transaction, ~~whereby the credit card issuer can issue about one trillion unique anonymous transaction numbers per month~~, wherein the user can anonymously initiate the on-line transaction using the anonymous credit card, and wherein the credit card issuer links the anonymous transaction number to the user's real credit card account;

receiving the anonymous delivery address from the delivery service, the anonymous delivery address associated with the delivery service and having a routing code embedded therein, wherein the user can anonymously initiate the on-line transaction using the anonymous delivery address, and wherein the delivery service receives a delivery at the anonymous delivery address in response to the on-line transaction and uses the embedded routing code to route the delivery to the user's real delivery address.

22. (Previously Presented) The method of claim 21, wherein a single entity acts as the credit card issuer and the delivery service.

23-26. (Cancelled)

27. (Previously Presented) The method of claim 4, the anonymous delivery address associated with a hub station for the delivery service.

28. (Previously Presented) The method of claim 4, wherein the request communicated to the delivery service includes the user's real address and information for billing the user.